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Please find below and/or attached an Office communication concerning this application or proceeding.

<b>Office Action Summary</b>	Application No.	Applicant(s)
	09/995,023	TIEMANN, MICHAEL D.
	Examiner Chris Parry	Art Unit 2614

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --  
Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

#### Status

1) Responsive to communication(s) filed on 26 November 2001.  
 2a) This action is FINAL.                    2b) This action is non-final.  
 3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

#### Disposition of Claims

4) Claim(s) 1-66 is/are pending in the application.  
 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.  
 5) Claim(s) \_\_\_\_\_ is/are allowed.  
 6) Claim(s) 1-66 is/are rejected.  
 7) Claim(s) \_\_\_\_\_ is/are objected to.  
 8) Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

#### Application Papers

9) The specification is objected to by the Examiner.  
 10) The drawing(s) filed on 26 November 2001 is/are: a) accepted or b) objected to by the Examiner.  
 Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
 Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).  
 11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

#### Priority under 35 U.S.C. § 119

12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).  
 a) All    b) Some \* c) None of:  
 1. Certified copies of the priority documents have been received.  
 2. Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.  
 3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

#### Attachment(s)

1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892)	4) <input type="checkbox"/> Interview Summary (PTO-413)
2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948)	Paper No(s)/Mail Date: _____
3) <input checked="" type="checkbox"/> Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08) Paper No(s)/Mail Date <u>11/26/01</u> .	5) <input type="checkbox"/> Notice of Informal Patent Application (PTO-152)
	6) <input type="checkbox"/> Other: _____

## DETAILED ACTION

### *Drawings*

1. The drawings are objected to as failing to comply with 37 CFR 1.84(p)(5) because they include the following reference character(s) not mentioned in the description: **540** in figure 5C. Corrected drawing sheets in compliance with 37 CFR 1.121(d), or amendment to the specification to add the reference character(s) in the description in compliance with 37 CFR 1.121(b) are required in reply to the Office action to avoid abandonment of the application. Any amended replacement drawing sheet should include all of the figures appearing on the immediate prior version of the sheet, even if only one figure is being amended. Each drawing sheet submitted after the filing date of an application must be labeled in the top margin as either "Replacement Sheet" or "New Sheet" pursuant to 37 CFR 1.121(d). If the changes are not accepted by the examiner, the applicant will be notified and informed of any required corrective action in the next Office action. The objection to the drawings will not be held in abeyance.

### *Claim Rejections - 35 USC § 103*

2. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negatived by the manner in which the invention was made.

3. Claims 1-4, 6, 10-12, 14, 18-23, 27-29, 38-43, 45, 49-51, 53, 57-62, and 66 are rejected under 35 U.S.C. 103(a) as being unpatentable over Alonso et al. "Alonso" (U.S. 6,184,878) in view of Chernock et al. "Chernock" (U.S. 6,314,569).

Regarding Claim 1, Alonso discloses a method for accessing interactive information for a video-on-demand system (Summary). Alonso teaches, "receiving an order for a movie from a customer" by disclosing the video on demand system receives a subscriber request via a back channel BC, e.g., a request for a particular movie (Col. 4, lines 40-47). Alonso further teaches, "providing the movie...to the customer..." by disclosing the request is processed by video on demand server 36 which retrieves requested program from video store unit 38 and transmits the requested program to the subscriber via forward channel FC (Col. 4, lines 40-47). However, Alonso fails to explicitly disclose inserting a customer-specific identification into a title sequence for the movie that identifies actors, directors and/or producers of the movie. In a related art pertaining to video distribution, Chernock discloses a system that comprises an authoring system that identifies "holes" 30 in video presentations or movies that can be used to add text or a graphic. For example, control information concerning the location of "hole" 30 is transmitted within the video stream and extracted by the viewer's STB. The STB can then insert personalization information, like a name, into "hole" 30 (Col. 5, line 3 to Col. 6, line 55). Therefore, the authoring system can identify "hole" 30 to be at the beginning of the movie during the title sequence and the STB will extract the location information for "hole" 30 in the video stream and will insert the customer's name into the identified "hole" 30. Therefore, it would have been obvious to one of ordinary

skill in the art at the time the invention was made to modify Alonso with the teachings of Chernock in order to facilitate inserting a customer-specific identification into the title sequence for a movie for the benefit of providing a single version of material, for example a movie, to a viewer and allowing the material to be tailored to an individual viewer specifically by inserting personalized information (Chernock – Summary).

As for Claim 2, Alonso teaches, “wherein the receiving comprises receiving an order for the movie from the customer over a cable television system, and wherein the providing comprises providing the movie...to the customer...over the cable television system” by disclosing cable system in figure 1 (Col. 3, lines 10-15). However, Alonso fails to explicitly disclose providing the movie including customer-specific identification into a title sequence. In a related art pertaining to video distribution, Chernock discloses a system that comprises an authoring system that identifies “holes” 30 in video presentations or movies that can be used to add text or a graphic. For example, control information concerning the location of “hole” 30 is transmitted within the video stream and extracted by the viewer’s STB. The STB can then insert personalization information, like a name, into “hole” 30 (Col. 5, line 3 to Col. 6, line 55). Therefore, the authoring system can identify “hole” 30 to be at the beginning of the movie during the title sequence and the STB will extract the location information for “hole” 30 in the video stream and will insert the customer’s name into the identified “hole” 30. Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Alonso with the teachings of Chernock in order to provide a requested movie including customer-specific identification into the title sequence for the benefit of

providing a single version of material, for example a movie, to a viewer and allowing the material to be tailored to an individual viewer specifically by inserting personalized information (Chernock – Summary).

As for Claim 3, Alonso fails to explicitly disclose receiving an order for the movie from the customer over a satellite television system, and wherein the providing comprises providing the movie, including the customer-specific identification in the title sequence, to the customer or the designee of the customer, over the satellite television system. In a related art pertaining to video distribution, Chernock discloses a system that comprises an authoring system that identifies "holes" 30 in video presentations or movies that can be used to add text or a graphic. For example, control information concerning the location of "hole" 30 is transmitted within the video stream and extracted by the viewer's STB. The STB can then insert personalization information, like a name, into "hole" 30 (Col. 5, line 3 to Col. 6, line 55). Therefore, the authoring system can identify "hole" 30 to be at the beginning of the movie during the title sequence and the STB will extract the location information for "hole" 30 in the video stream and will insert the customer's name into the identified "hole" 30. The combination of Alonso and Chernock fail to explicitly disclose sending an ordered movie over a satellite television system. The examiner gives Official Notice that it is notoriously well known in the art of video distribution to deliver requested movies over a satellite television system. Accordingly, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Alonso and Chernock in order to deliver an ordered movie over a satellite television system because satellite television is a well-known and

widely used television broadcast medium that is used by many as an alternative to cable television where cable television services may not be available.

As for Claim 4, Alonso fails to explicitly disclose receiving an order for the movie from the customer over the Internet, and wherein the providing comprises providing the movie, including the customer-specific identification in the title sequence, to the customer or the designee of the customer, over the Internet. In a related art pertaining to video distribution, Chernock discloses a system that comprises an authoring system that identifies "holes" 30 in video presentations or movies that can be used to add text or a graphic. For example, control information concerning the location of "hole" 30 is transmitted within the video stream and extracted by the viewer's STB. The STB can then insert personalization information, like a name, into "hole" 30 (Col. 5, line 3 to Col. 6, line 55). Therefore, the authoring system can identify "hole" 30 to be at the beginning of the movie during the title sequence and the STB will extract the location information for "hole" 30 in the video stream and will insert the customer's name into the identified "hole" 30. The combination of Alonso and Chernock fail to explicitly disclose sending an ordered movie over the Internet. The examiner gives Official Notice that it is notoriously well known in the art of video distribution to transmit ordered movies over the Internet. Accordingly, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Alonso and Chernock in order to deliver an ordered movie over the Internet because the Internet provides an alternative method to viewers to receive movies and broadcast programming on a user's personal computer.

As for Claim 6, Alonso teaches, "wherein the title sequence includes a sequential listing of names of actors, directors and/or producers of the movie" by disclosing the VOD server 36 processes the request and transmits the requested video to the subscriber. It's implicit that a requested movie by a subscriber will include a sequential listing of names of actors, directors and producers of the movie. However, Alonso fails to explicitly disclose wherein the customer specific identification comprises the name of the customer or designee in the sequential listing of names of actors, directors and/or producers of the movie. In a related art pertaining to video distribution, Chernock discloses a system that comprises an authoring system that identifies "holes" 30 in video presentations or movies that can be used to add text or a graphic. For example, control information concerning the location of "hole" 30 is transmitted within the video stream and extracted by the viewer's STB. The STB can then insert personalization information, like a name, into "hole" 30 (Col. 5, line 3 to Col. 6, line 55). Therefore, the authoring system can identify "hole" 30 to be at the beginning of the movie during the title sequence and the STB will extract the location information for "hole" 30 in the video stream and will insert the customer's name into the identified "hole" 30. Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Alonso with the teachings of Chernock in order to facilitate inserting a customer-specific identification into a title sequence for the movie, like the customer's name, for the benefit of providing a single version of material, for example a movie, to a viewer and allowing the material to be tailored to an individual viewer specifically by

inserting personalized information like a viewer's name in the title sequence of the requested movie (Chernock – Summary).

As for Claim 10, Alonso teaches, "generating a copy of the movie" by disclosing receiving a request from a customer, processing the request, and retrieving a copy of the program or "movie" from video store unit 38 (Col. 4, lines 40-47). Alonso teaches "delivering the physical medium to the customer..." by disclosing the video on demand server 36 transmits the requested program or "movie" to the subscriber via the forward channel (Col. 4, lines 40-47). Alonso fails to explicitly disclose including the customer-specific identification in the title sequence, on a physical medium. In a related art pertaining to video distribution, Chernock discloses a system that comprises an authoring system that identifies "holes" 30 in video presentations or movies that can be used to add text or a graphic. For example, control information concerning the location of "hole" 30 is transmitted within the video stream and extracted by the viewer's STB. The STB can then insert personalization information, like a name, into "hole" 30 (Col. 5, line 3 to Col. 6, line 55). Therefore, the authoring system can identify "hole" 30 to be at the beginning of the movie during the title sequence and the STB will extract the location information for "hole" 30 in the video stream and will insert the customer's name into the identified "hole" 30. Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Alonso with the teachings of Chernock in order to facilitate inserting a customer-specific identification into a title sequence, on a physical medium, for the benefit of providing a single version of material, for example a movie, to a viewer and allowing the material to be tailored to an

individual viewer specifically by inserting personalized information like a viewer's name in the title sequence (Chernock – Summary).

Regarding Claim 11, Alonso teaches, "transmitting the movie..." by disclosing the request is processed by the video on demand server 36 which retrieves the requested program from video store unit 38 and transmits the requested program to the subscriber via forward channel FC (Col. 4, lines 39-47). However, Alonso fails to explicitly disclose inserting a customer-specific identification into a title sequence for the movie that identifies actors, directors and/or producers of the movie. In a related art pertaining to video distribution, Chernock discloses a system that comprises an authoring system that identifies "holes" 30 in video presentations or movies that can be used to add text or a graphic. For example, control information concerning the location of "hole" 30 is transmitted within the video stream and extracted by the viewer's STB. The STB can then insert personalization information, like a name, into "hole" 30 (Col. 5, line 3 to Col. 6, line 55). Therefore, the authoring system can identify "hole" 30 to be at the beginning of the movie during the title sequence and the STB will extract the location information for "hole" 30 in the video stream and will insert the customer's name into the identified "hole" 30. Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Alonso with the teachings of Chernock in order to facilitate inserting a customer-specific identification into a title sequence for the movie for the benefit of providing a single version of material, for example a movie, to a viewer and allowing the material to be tailored to an individual viewer specifically by inserting personalized information into the requested movie (Chernock – Summary).

As for Claim 12, Alonso teaches, "transmitting the movie...to the customer... over a cable television system..." by disclosing cable system in figure 1 (Col. 3, lines 10-15). However, Alonso fails to explicitly disclose providing the movie including customer-specific identification into a title sequence. In a related art pertaining to video distribution, Chernock discloses a system that comprises an authoring system that identifies "holes" 30 in video presentations or movies that can be used to add text or a graphic. For example, control information concerning the location of "hole" 30 is transmitted within the video stream and extracted by the viewer's STB. The STB can then insert personalization information, like a name, into "hole" 30 (Col. 5, line 3 to Col. 6, line 55). Therefore, the authoring system can identify "hole" 30 to be at the beginning of the movie during the title sequence and the STB will extract the location information for "hole" 30 in the video stream and will insert the customer's name into the identified "hole" 30. Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Alonso with the teachings of Chernock in order to provide a requested movie including customer-specific identification into the title sequence for the benefit of providing a single version of material, for example a movie, to a viewer and allowing the material to be tailored to an individual viewer specifically by inserting personalized information (Chernock – Summary).

Considering Claims 14, 23, 29, 45, 53, and 62, the claimed elements of wherein the title sequence includes a sequential listing of names of actors, directors and/or producers of the movie and wherein the customer specific identification comprises the name of the customer or a designee of the customer in the sequential listing of names

of actors, directors and/or producers of the movie, corresponds with subject matter mentioned above in the rejection of claim 6, and is likewise treated.

Considering Claims 18, 49, and 57, the claimed elements of generating a copy of the movie, including the customer-specific identification in the title sequence, on a physical medium; and providing the physical medium to the customer or a designee of the customer, corresponds with subject matter mentioned above in the rejection of claim 10, and is likewise treated.

Regarding Claim 19, Alonso teaches, “ordering the movie by a customer” by disclosing the video on demand system receives a subscriber request via a back channel for a particular movie (Col. 4, lines 40-47). Alonso teaches, “receiving the movie...by the customer...” by disclosing the requested program is transmitted to the subscriber via the forward channel (Col. 4, lines 40-47). However, Alonso fails to explicitly disclose the movie including a customer-specific identification in a title sequence for the movie. In a related art pertaining to video distribution, Chernock discloses a system that comprises an authoring system that identifies “holes” 30 in video presentations or movies that can be used to add text or a graphic. For example, control information concerning the location of “hole” 30 is transmitted within the video stream and extracted by the viewer’s STB. The STB can then insert personalization information, like a name, into “hole” 30 (Col. 5, line 3 to Col. 6, line 55). Therefore, the authoring system can identify “hole” 30 to be at the beginning of the movie during the title sequence and the STB will extract the location information for “hole” 30 in the video stream and will insert the customer’s name into the identified “hole” 30. Therefore, it

would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Alonso with the teachings of Chernock in order to facilitate inserting a customer-specific identification into the title sequence of the requested movie for the benefit of providing a single version of material, for example a movie, to a viewer and allowing the material to be tailored to an individual viewer specifically by inserting personalized information (Chernock – Summary).

Considering Claim 20, the claimed elements of wherein the ordering comprises ordering the movie by the customer over a cable television system, and wherein the receiving comprises receiving the movie, including the customer-specific identification in the title sequence, by the customer or by the designee of the customer, over the cable television system, corresponds with subject matter mentioned above in the rejection of claim 2, and is likewise treated.

Considering Claim 21, the claimed elements of wherein the ordering comprises ordering the movie by the customer over a satellite television system, and wherein the receiving comprises receiving the movie, including the customer-specific identification in the title sequence, by the customer or by the designee of the customer, over the satellite television system, corresponds with subject matter mentioned above in the rejection of claim 3, and is likewise treated.

Considering Claim 22, the claimed elements of wherein the ordering comprises ordering the movie by the customer over the Internet, and wherein the receiving comprises receiving the movie, including the customer-specific identification in the title

sequence, by the customer or by the designee of the customer, over the Internet, corresponds with subject matter mentioned above in the rejection of claim 4, and is likewise treated.

As for Claim 27, Alonso teaches, “receiving a copy of the movie...on a physical medium, by the customer...” by disclosing the video on demand server 36 transmits the requested program or “movie” to the subscriber via the forward channel (Col. 4, lines 40-47). Alonso fails to explicitly disclose including the customer-specific identification in the title sequence, on a physical medium. In a related art pertaining to video distribution, Chernock discloses a system that comprises an authoring system that identifies “holes” 30 in video presentations or movies that can be used to add text or a graphic. For example, control information concerning the location of “hole” 30 is transmitted within the video stream and extracted by the viewer’s STB. The STB can then insert personalization information, like a name, into “hole” 30 (Col. 5, line 3 to Col. 6, line 55). Therefore, the authoring system can identify “hole” 30 to be at the beginning of the movie during the title sequence and the STB will extract the location information for “hole” 30 in the video stream and will insert the customer’s name into the identified “hole” 30. Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Alonso with the teachings of Chernock in order to facilitate inserting a customer-specific identification into the title sequence of a requested movie, on a physical medium, for the benefit of providing a single version of material, for example a movie, to a viewer and allowing the material to be tailored to an

individual viewer specifically by inserting personalized information like a viewer's name in the title sequence (Chernock – Summary).

Regarding Claim 28, Alonso teaches, "a title sequence that identifies actors, directors and/or producers of the movie" by disclosing the video on demand system receives a subscriber request via a back channel BC, e.g., a request for a particular movie (Col. 4, lines 40-47). Further, the requested movie must comprise a title sequence that identifies actors, directors and/or producers of the movie as this has been in practice for several decades as was used in the movie Apollo 13 which was released in 1995. Alonso further teaches, "a movie that corresponds to the title sequence" by disclosing the request is processed by video on demand server 36 which retrieves requested program from video store unit 38 and transmits the requested program or movie to the subscriber via forward channel FC (Col. 4, lines 39-47). Again, the requested movie must comprise a title sequence that identifies the actors, directors and/or producers of the movie as this has been in practice for several decades. However, Alonso fails to explicitly disclose a customer-specific identification in the title sequence that identifies a customer who ordered the movie. In a related art pertaining to video distribution, Chernock discloses a system that comprises an authoring system that identifies "holes" 30 in video presentations or movies that can be used to add text or a graphic. For example, control information concerning the location of "hole" 30 is transmitted within the video stream and extracted by the viewer's STB. The STB can then insert personalization information, like a name, into "hole" 30 (Col. 5, line 3 to Col. 6, line 55). Therefore, the authoring system can identify "hole" 30 to be at the beginning

of the movie during the title sequence and the STB will extract the location information for "hole" 30 in the video stream and will insert the customer's name into the identified "hole" 30. Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Alonso with the teachings of Chernock in order to facilitate inserting a customer-specific identification into the title sequence for a movie for the benefit of providing a single version of material, for example a movie, to a viewer and allowing the material to be tailored to an individual viewer specifically by inserting personalized information (Chernock – Summary).

Considering Claim 29, the claimed elements of wherein the title sequence includes a sequential listing of names of actors, directors and/or producers of the movie and wherein the customer specific identification comprises the name of the customer in the sequential listing of names of actors, directors and/or producers of the movie, corresponds with subject matter mentioned above in the rejection of claim 6, and is likewise treated.

As for Claim 38, Alonso teaches, "a single copy of the title sequence...and the movie are included in a single physical medium" by disclosing the video on demand system receives a subscriber request via a back channel BC, e.g., a request for a particular movie (Col. 4, lines 40-47). Further, the request is processed by video on demand server 36 which retrieves requested program from video store unit 38 and transmits the requested program or movie to the subscriber via forward channel FC (Col. 4, lines 39-47). The requested movie must comprise a title sequence that identifies actors, directors and/or producers of the movie as this has been in practice for

several decades as was used in the movie Apollo 13 which was released in 1995. Alonso fails to explicitly disclose including customer-specific identification in a single physical medium. In a related art pertaining to video distribution, Chernock discloses a system that comprises an authoring system that identifies "holes" 30 in video presentations or movies that can be used to add text or a graphic. For example, control information concerning the location of "hole" 30 is transmitted within the video stream and extracted by the viewer's STB. The STB can then insert personalization information, like a name, into "hole" 30 (Col. 5, line 3 to Col. 6, line 55). Therefore, the authoring system can identify "hole" 30 to be at the beginning of the movie during the title sequence and the STB will extract the location information for "hole" 30 in the video stream and will insert the customer's name into the identified "hole" 30. Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Alonso with the teachings of Chernock in order to facilitate inserting a customer-specific identification on a physical medium for the benefit of providing a single version of material, for example a movie, to a viewer and allowing the material to be tailored to an individual viewer specifically by inserting personalized information (Chernock – Summary).

Considering Claim 39, the claimed elements of wherein a single copy of the title sequence, the customer-specific identification and the movie are transmitted via a cable television system... corresponds with subject matter mentioned above in the rejection of claim 12, and is likewise treated.

Regarding Claim 40, Alonso teaches, “ordering the movie by a customer” by disclosing the video on demand system receives a subscriber request via a back channel for a particular movie (Col. 4, lines 40-47). Alonso teaches, “means for receiving an order for a movie from a customer” by disclosing the video on demand system receives a subscriber request via a back channel BC, e.g., a request for a particular movie (Col. 4, lines 40-47). Alonso further teaches, “means for providing the movie...to the customer...” by disclosing the request is processed by video on demand server 36 which retrieves requested program from video store unit 38 and transmits the requested program to the subscriber via forward channel FC (Col. 4, lines 39-47). However, Alonso fails to explicitly disclose means for inserting a customer-specific identification into a title sequence for the movie that identifies actors, directors and/or producers of the movie. In a related art pertaining to video distribution, Chernock discloses a system that comprises an authoring system that identifies “holes” 30 in video presentations or movies that can be used to add text or a graphic. For example, control information concerning the location of “hole” 30 is transmitted within the video stream and extracted by the viewer’s STB. The STB can then insert personalization information, like a name, into “hole” 30 (Col. 5, line 3 to Col. 6, line 55). Therefore, the authoring system can identify “hole” 30 to be at the beginning of the movie during the title sequence and the STB will extract the location information for “hole” 30 in the video stream and will insert the customer’s name into the identified “hole” 30. Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Alonso with the teachings of Chernock in order to facilitate means for

inserting a customer-specific identification into the title sequence for a movie for the benefit of providing a single version of material, for example a movie, to a viewer and allowing the material to be tailored to an individual viewer specifically by inserting personalized information (Chernock – Summary).

As for Claim 41, Alonso teaches, “the means for receiving comprises a cable television company, and wherein the means for providing comprises a cable television set top box” by disclosing in figure 1, a cable system, comprising cable system headend 30 and set-top terminal 42 or “set-top box” (Col. 3, line 10 – Col. 4, line 18).

As for Claim 42, Alonso and Chernock fail to explicitly disclose the means for receiving comprises a satellite television company, and wherein the means for providing comprises a satellite television set top box. The examiner gives Official Notice that it is notoriously well known in the art of video distribution to receive content from a satellite television system by using a satellite television set top box. Accordingly, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Alonso and Chernock in order to receive satellite television broadcast on a satellite television set top box because satellite television and set top boxes are a well-known and widely used television broadcast medium and receiver that are used by many as an alternative to cable television where cable television services may not be available.

As for Claim 43, Alonso and Chernock fail to disclose the means for receiving comprises an Internet movie server, and wherein the means for providing comprises an

Internet client. The examiner gives Official Notice that it is notoriously well known in the art of video distribution to receive content over the Internet by using an Internet client or personal computer. Accordingly, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Alonso and Chernock in order to receive movies from an Internet movie server on an Internet client because the Internet provides an alternative method to viewers to receive movies and broadcast programming on a user's personal computer.

Regarding Claim 50, Alonso teaches, "means for transmitting the movie..." by disclosing the request is processed by video on demand server 36 which retrieves requested program from video store unit 38 and transmits the requested program to the subscriber via forward channel FC (Col. 4, lines 39-47). However, Alonso fails to explicitly disclose means for inserting a customer-specific identification into a title sequence for the movie that identifies actors, directors and/or producers of the movie. In a related art pertaining to video distribution, Chernock discloses a system that comprises an authoring system that identifies "holes" 30 in video presentations or movies that can be used to add text or a graphic. For example, control information concerning the location of "hole" 30 is transmitted within the video stream and extracted by the viewer's STB. The STB can then insert personalization information, like a name, into "hole" 30 (Col. 5, line 3 to Col. 6, line 55). Therefore, the authoring system can identify "hole" 30 to be at the beginning of the movie during the title sequence and the STB will extract the location information for "hole" 30 in the video stream and will insert the customer's name into the identified "hole" 30. Therefore, it would have been obvious

to one of ordinary skill in the art at the time the invention was made to modify Alonso with the teachings of Chernock in order to facilitate means for inserting a customer-specific identification into the title sequence for a movie for the benefit of providing a single version of material, for example a movie, to a viewer and allowing the material to be tailored to an individual viewer specifically by inserting personalized information (Chernock – Summary).

Considering Claim 51, the claimed elements of transmitting the movie, including the customer-specific identification in the title sequence, to the customer...over a cable television system... corresponds with subject matter mentioned above in the rejection of claim 12, and is likewise treated.

Regarding Claim 58, Alonso teaches, "means for ordering the movie by a customer" by disclosing the video on demand system receives a subscriber request via a back channel BC, e.g., a request for a particular movie (Col. 4, lines 40-47). Alonso further teaches, "means for receiving the movie...by the customer" by disclosing the request is processed by video on demand server 36 which retrieves requested program from video store unit 38 and transmits the requested program to the subscriber via forward channel FC (Col. 4, lines 39-47). However, Alonso fails to explicitly disclose inserting a customer-specific identification into a title sequence for the movie that identifies actors, directors and/or producers of the movie. In a related art pertaining to video distribution, Chernock discloses a system that comprises an authoring system that identifies "holes" 30 in video presentations or movies that can be used to add text or a graphic. For example, control information concerning the location of "hole" 30 is

transmitted within the video stream and extracted by the viewer's STB. The STB can then insert personalization information, like a name, into "hole" 30 (Col. 5, line 3 to Col. 6, line 55). Therefore, the authoring system can identify "hole" 30 to be at the beginning of the movie during the title sequence and the STB will extract the location information for "hole" 30 in the video stream and will insert the customer's name into the identified "hole" 30. Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Alonso with the teachings of Chernock in order to facilitate inserting a customer-specific identification into the title sequence for a movie for the benefit of providing a single version of material, for example a movie, to a viewer and allowing the material to be tailored to an individual viewer specifically by inserting personalized information (Chernock – Summary).

Considering Claim 59, the claimed elements of wherein the means for ordering and the means for receiving comprise a cable television set top box, corresponds with subject matter mentioned above in the rejection of claim 41, and is likewise treated.

Considering Claim 60, the claimed elements of wherein the means for ordering and the means for receiving comprise a satellite television set top box, corresponds with subject matter mentioned above in the rejection of claim 42, and is likewise treated.

Considering Claim 61, the claimed elements of wherein the means for ordering and the means for receiving comprise an Internet client, corresponds with subject matter mentioned above in the rejection of claim 43, and is likewise treated.

Considering Claim 66, the claimed elements of receiving a copy of the movie, including the customer-specific identification in the title sequence, in a physical medium, by the customer or by the designee of the customer, corresponds with subject matter mentioned above in the rejection of claim 27, and is likewise treated.

4. Claims 5, 7-9, 13, 15-17, 24-26, 30-37, 44, 46-48, 52, 54-56, and 63-65 are rejected under 35 U.S.C. 103(a) as being unpatentable over Alonso in view of Chernock as applied to claim 1 above, and further in view of Escobar et al. "Escobar" (U.S. 5,826,102).

As for Claim 5, Alonso fails to explicitly disclose the title sequence is a digital title sequence and wherein the inserting comprises digitally inserting the customer-specific identification into the digital title sequence. In a related art pertaining to video distribution, Chernock discloses "the title sequence is a digital title sequence" by disclosing transmitting digital video streams, for example requested movies, by using the MPEG-2 standard (Col. 4, lines 32-67). The combination of Alonso and Chernock fail to disclose digitally inserting the customer-specific identification into the digital title sequence. In a related art pertaining to video distribution, Escobar discloses video editor 300, in figure 3, which may be any of several digital video editors available on the market (Col. 8, lines 5-14). Escobar further discloses in figure 5C the method of adding text and graphic overlays to a video presentation. Escobar teaches text overlays are typically a series of credits that are created and added to the presentation (Col. 10, lines 5-17). Using Escobar's authoring system, text can be inserted into the title sequence of

the movie by placing pointers on a timeline for the movie that indicate where to add personalized text to the presentation (Col. 11, lines 38-55). Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Alonso and Chernock with the teachings of Escobar in order to digitally insert the customer-specific identification into the digital title sequence for the benefit of reducing the time and complexities required to customize interactive multimedia applications or "movies" (Summary – Escobar).

As for Claim 7, the combination of Alonso and Chernock fail to disclose the customer-specific identification comprises the words "screened by" followed by the name of the customer. In a related art pertaining to video distribution, Escobar discloses an authoring system that allows an author to create text overlays, which may be inserted into multimedia presentations or "movies" (Col. 6, lines 50-53). Further, the created text overlay can be placed anywhere in the presentation or movie by placing a pointer on the timeline track indicating where in the movie the text should be inserted. Therefore, using Escobar's system, the words "screened by" can be inserted followed by the name of the customer into title sequence of the movie as a text overlay. Accordingly, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Alonso and Chernock with the teachings of Escobar in order to insert customer-specific identification comprising the words "screened by" followed by the name of the customer for the benefit of reducing the time and complexities required to customize interactive multimedia applications or "movies" (Summary – Escobar).

As for Claim 8, the combination of Alonso and Chernock fail to disclose the customer-specific identification comprises the words "brought to you by" followed by the name of the customer. In a related art pertaining to video distribution, Escobar discloses an authoring system that allows an author to create text overlays, which may be inserted into multimedia presentations or "movies" (Col. 6, lines 50-53). Further, the created text overlay can be placed anywhere in the presentation or movie by placing a pointer on the timeline track indicating where in the movie the text should be inserted. Therefore, using Escobar's system, the words "brought to you by" can be inserted followed by the name of the customer into title sequence of the movie as a text overlay in the movie. Accordingly, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Alonso and Chernock with the teachings of Escobar in order to insert customer-specific identification comprising the words "brought to you by" followed by the name of the customer for the benefit of reducing the time and complexities required to customize interactive multimedia applications or "movies" (Summary – Escobar).

As for Claim 9, the combination of Alonso and Chernock fail to disclose the customer-specific identification comprises the words "screened for" followed by the name of the designee of the customer, followed by the word "by", followed by the name of the customer. In a related art pertaining to video distribution, Escobar discloses an authoring system that allows an author to create text overlays, which may be inserted into multimedia presentations or "movies" (Col. 6, lines 50-53). Further, the created text overlay can be placed anywhere in the presentation or movie by placing a pointer on the

timeline track indicating where in the movie the text should be inserted. Therefore, using Escobar's system, the words "screened for" followed by the name of the designee of the customer, followed by the word "by", followed by the name of the customer can be added as a text overlay in the movie. Accordingly, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Alonso and Chernock with the teachings of Escobar in order to for "screened for" followed by the name of the designee of the customer, followed by the word "by", followed by the name of the customer for the benefit of reducing the time and complexities required to customize interactive multimedia applications or "movies" (Summary – Escobar).

Considering Claim 13, the claimed elements of wherein the title sequence is a digital title sequence and wherein the inserting comprises digitally inserting the customer-specific identification into the digital title sequence, corresponds with subject matter mentioned above in the rejection of claim 5, and is likewise treated.

Considering Claims 15, 24, 30, 46, 54, and 63, the claimed elements of wherein the customer-specific identification comprises the words "screened by" followed by the name of the customer, corresponds with subject matter mentioned above in the rejection of claim 7, and is likewise treated.

Considering Claims 16, 25, 31, 47, 55, and 64, the claimed elements of wherein the customer-specific identification comprises the words "brought to you by" followed by the name of the customer, corresponds with subject matter mentioned above in the rejection of claim 8, and is likewise treated.

Considering Claims 17, 26, 32, 48, 56, and 65, the claimed elements of wherein the customer-specific identification comprises the words "screened for" followed by the name of a designee of the customer, followed by the word "by", followed by the name of the customer, corresponds with subject matter mentioned above in the rejection of claim 9, and is likewise treated.

As for Claim 33, Alonso teaches the use of a video on demand system, which allows subscribers to make requests via a back channel BC, e.g., a request for a particular movie (Col. 4, lines 40-47). Further, the requested movie must comprise a title sequence that identifies actors, directors and/or producers of the movie as this has been in practice for several decades as was used in the movie Apollo 13 which was released in 1995. Chernock discloses a system that comprises an authoring system that identifies "holes" 30 in video presentations or movies that can be used to add text or a graphic. For example, the authoring system can identify "hole" 30 to be at the beginning of the movie during the title sequence and the STB will extract the location information for "hole" 30 in the video stream and will insert the customer's name into the identified "hole" 30. The combination of Alonso and Chernock fail to explicitly disclose a particular movie format wherein the title sequence and the customer-specific identification precede the movie. In a related art pertaining to video distribution, Escobar discloses the use of a digital video editor that permits access to any segment of video (Col. 8, lines 4-56), which allows a user to place text overlays like credits or "title sequences" (Col. 10, lines 5-14), at any point on a timeline track of a video by placing a pointer which will permit the event to be placed in sequence when playback is desired. So

therefore, the title sequence and customer-specific identification information can be placed at any point of the video, for example this information can precede a movie. Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Alonso and Chernock with the teachings of Escobar in order for the title sequence to precede the movie for the benefit of reducing the time and complexities required to customize interactive multimedia applications or "movies" (Summary – Escobar).

As for Claim 34, Alonso teaches the use of a video on demand system, which allows subscribers to make requests via a back channel BC, e.g., a request for a particular movie (Col. 4, lines 40-47). Further, the requested movie must comprise a title sequence that identifies actors, directors and/or producers of the movie as this has been in practice for several decades as was used in the movie Apollo 13 which was released in 1995. Chernock discloses a system that comprises an authoring system that identifies "holes" 30 in video presentations or movies that can be used to add text or a graphic. For example, the authoring system can identify "hole" 30 to be at the beginning of the movie during the title sequence and the STB will extract the location information for "hole" 30 in the video stream and will insert the customer's name into the identified "hole" 30. The combination of Alonso and Chernock fail to explicitly disclose a particular movie format wherein the title sequence and the customer-specific identification follows the movie. In a related art pertaining to video distribution, Escobar discloses the use of a digital video editor that permits access to any segment of video (Col. 8, lines 4-56), which allows a user to place text overlays like credits or "title sequences" (Col. 10, lines

5-14), at any point on a timeline track of a video by placing a pointer which will permit the event to be placed in sequence when playback is desired. So therefore, the title sequence and customer-specific identification information can be placed at any point of the video, for example this information can follow a movie. Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Alonso and Chernock with the teachings of Escobar in order for the title sequence to follow the movie for the benefit of reducing the time and complexities required to customize interactive multimedia applications or "movies" (Summary – Escobar).

Considering Claim 35, the claimed elements of wherein the title sequence precedes and follows the movie and the customer-specific identification precedes the movie, corresponds with subject matter mentioned above in the rejection of claim 33, and is likewise treated.

Considering Claim 36, the claimed elements of wherein the title sequence precedes and follows the movie and the customer-specific identification follows the movie, corresponds with subject matter mentioned above in the rejection of claim 34, and is likewise treated.

As for Claim 37, Alonso teaches the use of a video on demand system, which allows subscribers to make requests via a back channel BC, e.g., a request for a particular movie (Col. 4, lines 40-47). Further, the requested movie must comprise a title sequence that identifies actors, directors and/or producers of the movie as this has

been in practice for several decades as was used in the movie Apollo 13 which was released in 1995. Chernock discloses a system that comprises an authoring system that identifies "holes" 30 in video presentations or movies that can be used to add text or a graphic. For example, the authoring system can identify "hole" 30 to be at the beginning of the movie during the title sequence and the STB will extract the location information for "hole" 30 in the video stream and will insert the customer's name into the identified "hole" 30. The combination of Alonso and Chernock fail to explicitly disclose a movie format wherein the title sequence includes background video and audio and wherein the customer-specific identification also includes the background video and audio. In a related art pertaining to video distribution, Escobar discloses in figure 3, the use of a digital video editor 330, text editor 340, and audio editor 350. Video editor 330 permits access to any segment of video (Col. 8, lines 4-56), which allows a user to place text overlays like credits or "title sequences" (Col. 10, lines 5-14), at any point on a timeline track of a video by placing a pointer which will permit the event to be placed in sequence when playback is desired. So therefore, the title sequence and customer-specific identification information can include background video and audio. Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Alonso and Chernock with the teachings of Escobar in order to facilitate providing background video and audio to the title sequence and customer-specific identification for the benefit of reducing the time and complexities required to customize interactive multimedia applications or "movies" (Summary – Escobar).

As for Claim 44, Alonso and Chernock fail to disclose wherein the means for inserting comprises digital title insertion software. In a related art pertaining to video distribution, Escobar discloses digital video editor 300, in figure 3, which may be any of several digital video editors or “digital title insertion software” available on the market (Col. 8, lines 5-14). Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Alonso and Chernock with the teachings of Escobar in order to used digital title insertion software for the benefit of reducing the time and complexities required to customize interactive multimedia applications or “movies” (Summary – Escobar).

Considering Claim 52, the claimed elements of wherein the means for inserting comprises digital title insertion software, corresponds with subject matter mentioned above in the rejection of claim 44, and is likewise treated.

### ***Conclusion***

5. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

U.S. Pub. No. 2003/0023504 to Berenson et al. – Discloses video on demand distribution systems may be in the form of cable, satellite, or Internet based.

U.S. Pub. No. 2002/0116716 to Sideman – Discloses an online video editor.

U.S. Pat. No. 6,889,385 to Rakib et al. – A system for providing video-on-demand services.

U.S. Pat. No. 5,935,206 to Dixon et al. – Discloses an automatic replication of digital video as needed for video-on-demand.

U.S. Pub. No. 2002/0116707 to Morris et al. – A system and method for real-time rendering of digital content from a network comprising an Internet server and Internet client.

Yahoo Movies – Discloses the release date of Apollo 13, which comprises a title sequence that precedes the movie.

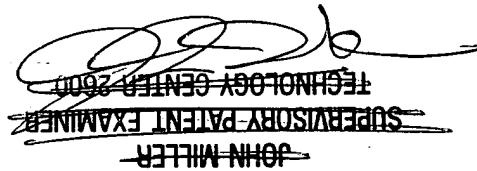
Reference.com – Defines a title sequence in a film to be shown at the beginning, which displays the show name and credits, usually actors, producers, and directors.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Chris Parry whose telephone number is (571) 272-8328. The examiner can normally be reached on Monday through Friday, 8:30 AM to 4:30 PM.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, John Miller can be reached on (571) 272-7353. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

Examiners Initials: CR  
January 17, 2006



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